

Every Article the Latest

The Fashion Shop had the first selection of the Regan stock and this was bought at 40c on the dollar. Just stop for a second and consider what this means when prices are as high as they are today; it means that you can buy goods at the Fashion Shop during this sale at less money than you could buy anywhere even before the war prices went into effect.

BOUGHT AT 40c ON THE DOLLAR AND SOLD THAT WAY

SKIRTS

Sweeping reduction on skirts, in serge, poplin, gabardine and shadow cloth and fancy mixtures at—

ONE-HALF PRICE

WAISTS

Crepe de chine waists in a variety of styles and colors, all sizes to close out at—

ONE-HALF PRICE

UNDERWEAR

—79c values. Lace knee, regular and extra sizes at **48c**
—Values up to \$1.98, as long as they last at **\$1**

FOR CHILDREN

—We have arranged an exceptionally fine assortment of children's coats and dresses of fine material and perfect workmanship, made to wear and look their best. All sizes, all colors and all wanted materials. These have been placed on sale at just

ONE-HALF PRICE

KIMONOS



—One of the most complete lines of kimonos in the city in fancy silk patterns and less expensive materials to be placed on sale; while they last at

A SWEEPING REDUCTION

AUTO CAPS

—A wide range of choice of these useful motor caps, just the thing for sport wear; all manner of colors to match your costume; ridiculously priced at

40 Per Cent of Actual Value

BRASSIERES

—The full line of W. B. Brassieres from the Regan stock, including many beautiful and durable lace creations of exceptional value—bargains at their regular price, but exceptional bargains at—

ONE-HALF PRICE

Remember, the cream of the Regan stock, new, neat and desirable, was bought at 40c on the dollar and remember that we are going to sell it just that way. Space will not permit a full and complete list of all the bargains we have for you, hundreds of them can not be mentioned. If you don't see advertised what you want, come to the store, we have it here ready for you and at prices that will delight.



One Big Economy Carnival

A Sale Unequaled in the History of Alliance

The First Choice of the Regan Stock

and we have added this to our stock of new spring merchandise including **COATS, SUITS, DRESSES, SKIRTS, WAISTS.**

At One Half Price

A Bargain That is Bad for the Buyer is Not Good for the Seller

Modern business is the art of serving and satisfying. To succeed a store must satisfy. Thus, are old customers retained and new customers attracted. The bargain that is bad for the buyer is not good for the seller unless he be a fly-by-night citizen. Usefulness is the price of existence. Whatever ceases to serve is doomed.

You and we pay our money for being served in some way, for being catered to, for having our wants supplied or our fancies pleased. We patronize those who serve us and please us best.

Do not skip a word of this valuable Announcement, it means a big saving to you. It means that you can make your money go twice as far as it ordinarily would. It means that you can clothe two members of the family in place of one. Our store is over-stocked—we need room for the new incoming merchandise—we must have room, and to accomplish this we are including hundreds of bargains with the Regan stock. Come early, the sale is open; come prepared to take home real, honest bargains.

COATS	
Regular \$8.50 coats on sale at	\$4.25
Regular \$12.00 coats on sale at	\$6.00
Regular \$17.50 coats on sale at	\$8.75
Regular \$25.00 coats on sale at	\$12.50
Regular \$35.00 coats on sale at	\$17.50
Regular \$60.00 coats on sale at	\$30.00

RAIN COATS

—The kind that wear and shed the rain, of best materials, cut to fit and look attractive and priced to sell. Don't spoil your dress when you can get a rain coat for such a little sum.

SUITS	
Regular \$16.50 suits on sale at	\$8.25
Regular \$20.00 suits on sale at	\$10.00
Regular \$25.00 suits on sale at	\$12.50
Regular \$35.00 suits on sale at	\$17.50
Regular \$40.00 suits on sale at	\$20.00
Regular \$47.50 suits on sale at	\$23.75

MIDDIES

—This is the time of year to get an attractive assortment of middy blouses, easy to launder, neat and attractive, all sizes and all colors in a wide range of materials. On sale at—
ONE-HALF PRICE

LADIES' HOSE

—An attractive line of lisle and silk hose in plain colors and fancy patterns, extremely good values and easily worth the regular prices. This includes the stock purchased from the Regan store only.

ONE-HALF PRICE



There are no Left-Overs Here

It will pay you to anticipate your needs for the balance of the summer and prepare to share in these wonderful bargains. When we buy right, we always sell right and we consider this one of the best buys we have made in some time. We could have put all this merchandise on the shelf and sold it at regular prices, but that is not the way we do business.

BOUGHT AT 40c ON THE DOLLAR AND SOLD THAT WAY

W. B. CORSETS

—An excellent model, featured at the Regan Store—bought by us at 40c on the dollar and to be sold at 40c on the dollar. Think of a \$2.00 corset for only **80c**

BOUDOIR CAPS

—An attractive assortment of Boudoir Caps in fancy lace novelties in all shades and designs, nifty, neat and well made, to be sold at—

ONE-HALF PRICE

PETTICOATS

—Our line of silk petticoats has no equal, we have the most beautiful assortment west of Omaha. They are the last word in beauty and durability. Take your choice, at—

ONE-HALF PRICE

DRESSES



—The most attractive line of dresses we have ever sold, including crepe de chine, crepe meteor, Georgette crepe, taffeta in a wide variety of colors, styles and sizes. This is easily the dress sale of the year and one that you should not miss. Don't overlook this opportunity to save money.

—Dresses worth \$15 to be sold at only	\$7.50
—Dresses worth \$20 to be sold at only	\$10.00
—Dresses worth \$30.00 to be sold at only	\$15.00
—Dresses worth \$37.50 to be sold at only	\$18.75
—Dresses worth \$47.50 to be sold at only	\$23.75

SILK GLOVES

—A large and attractive line of silk gloves to be sacrificed regardless of cost. We need the room, you need the gloves—we have made the prices—

JUST ONE-HALF PRICE

Fashion Shop sales have always been successful because we do just as we advertise. We do not make exorbitant claims to attract you to the store and then disappoint you in the goods we have to offer; the opposite is the case—we have more than we say. Every woman in Alliance and Box Butte county will effect big economy by visiting this sale even though you have to travel a hundred miles to do it.

THE Fashion Shop
THE STYLE CENTER

THE Fashion Shop
THE STYLE CENTER